

THE SIERRA MADRE NEWS

VOL. V.

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, APRIL 28, 1911

NO. 30.

BUSY LIFE IS BROUGHT TO END

MRS. LETTEAU DIES SUDDENLY

Final Summons Finds Her Busy With Favorite Work of Woman's Club

Coming at the height of the festivities of the flower festival, the community was stunned last Saturday morning by the news of the sudden death of Mrs. George H. Letteau. During the first two days of the festival she had been conspicuous about the club house, welcoming visitors and assisting here and there in the work of the festival. Saturday morning she appeared as usual and seemed to be in her usual health. About ten o'clock she was taken suddenly ill and was taken home. Medical aid was summoned but proved of no avail and the end came within an hour, apoplexy being the cause assigned.

Within a few minutes the sad news was on every tongue. It seemed unbelievable. The awe-struck voices about the club house were in strange contrast to the merriment and joy which had prevailed so recently. And even yet the many friends and co-workers find it difficult to adjust their minds to the sad reality.

Mr. and Mrs. Letteau had been residents of Sierra Madre about five years, coming here to reside soon after their marriage. Their home on West Central Avenue was one of the most beautiful in Sierra Madre and as hospitable as it was attractive. Mrs. Letteau had formerly been the wife of the late J. W. Hinton, prominent in Los Angeles for many years, and to them were born four children, who remain to mourn with the bereaved husband. They are Mrs. George E. Munger of Chicago, John Hinton of Los Angeles, Fred Hinton and Eleanor Hinton, who live at home.

Funeral services were held Wednesday afternoon at the home. Rev. Dr. George H. Cornell of the Church of the Ascension read the simple Episcopal service. The remains were taken immediately to Inglewood Cemetery, where the interment service was read. Mr. Charles Hall Perry played a portion of one of Schubert's symphonies. The pall bearers were Messrs. Jones, Pierce, Johnson, Lawless, Osgood and Carhart. The large number of friends and the wonderful profusion of beautiful floral offerings betokened something of the regard in which Mrs. Letteau was held.

That the final call should come to Mrs. Letteau in the midst of work in connection with the Woman's Club was in a way most appropriate, though making it none the less hard for her associates. As president of the Woman's Club for two years, as president of the Building Association, which erected and owns the beautiful club house and as an officer of the District Federation of Woman's Clubs she had given generously of her time and of her great ability. For she was generally regarded as a woman of remarkable business ability. And the woman's club work she regarded as an opportunity for accomplishing

TROLLEY TRIPS COMING HERE

Manager Pierce of the Pacific Electric Trolley trips, formerly known as Tilton's, expects to include Sierra Madre in the route to be covered, beginning early in the summer. He was in Sierra Madre last Saturday, looking over the ground and conferring with Board of Trade officials regarding the furnishing of some sort of entertainment or light refreshment for the excursionists. The trip in which this city will be included is the one known as the "Mission Trip," which takes in the San Gabriel Mission, the ostrich farm, Pasadena, Oak Knoll and the Glendora line. The management shows its good judgment by including the Sierra Madre line in the itinerary, as there is no finer scenic trip in Southern California. The daily excursions will bring thousands of tourists to Sierra Madre in the course of a season, many of whom will doubtless return for a more extended stay after once getting a glimpse of the fascinating view over the San Gabriel Valley and seeing the mountains at such close range.

OFFICERS' JEWELS PRESENTED

Beautiful gold jewels for all the officers of the local Eastern Star chapter have been presented by Mrs. Adelaide Hanselman in memory of her husband, the late J. W. Hanselman. The presentation took place at the meeting Monday evening and was a complete surprise to every one except the Worthy Matron, Mrs. Frank Biederman. Brief addresses of presentation and acceptance were made by Mrs. Hanselman and Mrs. Biederman respectively. The jewels will be the property of the chapter, to be passed along from year to year.

EPISCOPAL SERVICES

Church of the Ascension, Rev. Dr. George H. Cornell, Rector. Second Sunday after Easter. Sunday School, 9:45 a. m.; morning prayer and sermon, 11 a. m. All are cordially invited.

The annual meeting of Ascension parish will take place in the church Tuesday evening, May 2, at 8 o'clock. At this meeting the vestry for the ensuing year will be elected and the annual reports of the officers of the parish will be presented. A large attendance of the members of the parish is desired.

Rev. Charles Hager of Claremont will be the speaker at the Congregational church Sunday evening. There will be but one evening service, which will begin at seven o'clock. Rev. Hager's subject will be "Peculiar Customs of the Chinese." He will have a number of Chinese curios for exhibition.

substantial good to the whole community. In addition to the local clubs she was a member of the Friday Morning Club and Badger Club of Los Angeles.

She did much work which was unseen by the public, or even by intimate associates, and had many plans for the future which would have meant much to the community. Her gracious personality won hosts of friends. She possessed rare tact. Many little kindnesses unseen by the public are remembered with pleasure by the recipients.

RAINFALL RECORD

(By John G. Blumer)

Season 1910-1911

October	.57
November	.64
December	.13
January	13.23
February	5.83
March	10.44
April 1	.37
" 2	.03
" 3	.07
" 4	.03
" 6	.12
" 7	.18
" 20	.06
" 26	.32 1.18

Total to date.....32.02

Rainfall for corresponding period in 1910, 23.10 inches.

BOYS IN TROUBLE

Two boys, Meynell Joslin and Frank Houle, who were taken into custody by Marshal Ray last Friday, were committed to the juvenile court on Monday by Recorder C. H. Perry. The boys were charged with stealing, the specific charge being filed by Mrs. Cook. Other persons, it is said, attribute to them a share of the numerous petty depredations which have been going on for some time.

Mrs. Robert Maher entertained the kindergarten pupils Monday at luncheon in honor of the birthday anniversary of her son, Robert. The afternoon was spent in playing children's games, a marble hunt being a feature. Sixteen delighted youngsters sat down at the long table loaded with dainties. They were Muriel and Lloyd Tarr, Frances and Frank Baker, Roberta and Edgar Wherry, Paul and Robert McCormick, Charles Montgomery, Donald Mitchell, Douglas Collins, Roberta Vance, Virginia Jones, Mildred Waits, Mary Brackett, Edward Stilson, Bentham Bravinder.

WOMAN'S CLUB

At the meeting of the Woman's Club next Monday Mrs. Andrew Stewart Lobengier will talk on "Woman as a Citizen." This will be the regular meeting which was postponed on account of the Flower Festival. Mrs. Lobengier is so well known to the Sierra Madre club members that no encomium is needed to make them wish to hear her. Visitors will be admitted upon presentation of the visiting card of any member and it is hoped a large audience will be present.

Mrs. Campbell, the wife of Rev. Edward Campbell, passed away last Tuesday morning. She came to Sierra Madre about three months ago with her husband and little daughter in search of health, but the quest was fruitless. During their residence here they lived at the Sinclair home on Laurel Avenue. Funeral services were set for this afternoon at the Presbyterian parsonage at Long Beach. Dr. Mason of that church and Rev. Campbell were for several years fellow pastors in Estherville, Iowa. The interment will be at Long Beach.

PARADE CLIMAX OF FESTIVAL

SURPASSED ALL EXPECTATIONS

Many Artistic Entries Take Part in the Procession and Prize Competition

Surpassing expectations and forming a fitting climax for the Flower Festival was the floral parade held on Saturday afternoon. In spite of delays in starting the enthusiasm of the big crowds which lined the streets seemed almost unlimited as the various entries passed by. Hundreds of visitors were in town and practically the entire local population turned out to see the parade.

Prizes were awarded as follows:

Silver loving cup for best entry in any class, float of Sierra Madre Athletic Club.

Loving cup for second best in any class, Japanese float.

The two grand prizes being awarded those entries were eliminated from the competition for pennants for the best entry in each class. These were awarded as follows:

Floats, Public Schools.

Automobiles, W. S. Andrews, representing Sierra Madre Water Co.

Private conveyances, S. H. Spafford.

Business houses, Henderson's dairy.

Equestrian entries, Miss Jessie Ward.

Pedestrian entries, Mark Adler.

Bicycles, cash prize of \$2, Gerald Mitchell. Second, Harold Craig.

While it was excluded from the competition the queen's float was one of the most attractively decorated in the parade. White marguerites were used in great profusion against a white background, while the queen, Miss Gertrude Cook, and her maids of honor, Misses Cora Bell, Maybelle Caley, Edna Staples and Marjorie Rice, were gowned in white.

To describe in detail the many handsome entries would require more time and space than is available. Among the many creditable entries may be mentioned the autos of Harold Flint, C. H. Baker and C. S. Kersting, the business entries of the Mt. Wilson Coffee Parlor, Bergien's furniture store, J. D. Tucker, Hartman's drug store, Live Oak Dairy, Andrew Olsen's express, Chantry's burro corals and W. F. Hatfield, the Grand Army float, and a large number of equestrian and bicycle entries.

The success of the Flower Festival seemed to increase almost hourly from the opening on Thursday to the closing on Saturday night. The crowds from other places grew daily till the regular cars on this line were taxed to their utmost capacity all day Saturday.

"Sierra Madre has a flower show which any city ought to be proud of," said P. D. Barnhart, editor of the Pacific Garden and one of the prime movers in the Pasadena flower shows which are rated among the best in the land. And many others added similar testimony. The point where the local show excelled all others was

(Continued on Page 2)

Special this week

South front lot, 50x196 feet, Highland Ave. between Baldwin and Mt. Trail, street work paid, splendid view, good surroundings, easy terms.

PRICE ONLY \$800

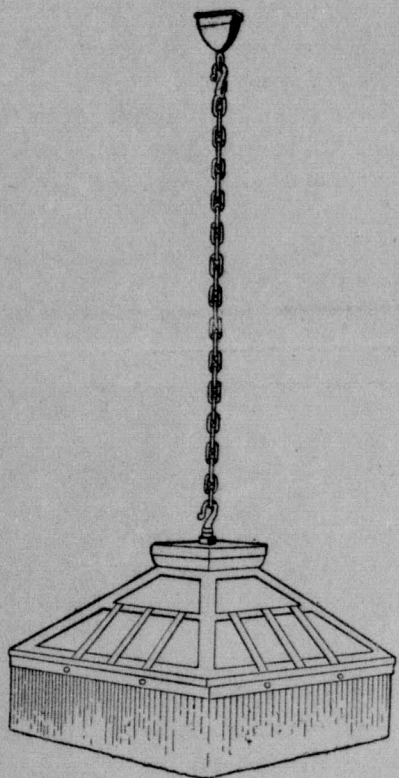
A. S. MEAD

Real Estate - Rentals - Insurance

ART GLASS FIXTURES

make your home look cheery and artistic.

We have a handsome line.



Bells, motors, irons and supplies of all kinds. Our wiring guaranteed

Sierra Madre Electric Co.

Green 22 8 N. Baldwin

LIVE OAK DAIRY

We are here to stay. Our motto is to please. Milk and Cream delivered twice a day to all parts of the city

M. STEVENS, Proprietor

Phone Blue 27

CONTENTMENT.

One contented with what he has done stands but small chance of becoming famous for what he will do. He has lain down to die. The grass is already growing over him.—Bovee.

IN MEMORY

The following beautiful tribute to the late Mrs. George H. Letteau was penned by Mrs. C. W. Mitchell, one of her co-workers who is well qualified to speak from the experience of close personal contact:

In Memory

When Death comes gently, quietly,
And touches softly, tenderly the old,
We smile amidst our tears
And say, "Dear Gentle Death,
Thy touch brings peace and rest."
When Death comes swiftly, quickly in
And snatches from our midst
The child whose merry laugh has been
our sweetest music,
We scarce can recognize God's hand,
But cry, "Oh! Death, why didst thou
come?"

But when with quick, relentless steps
Death comes among us—satisfied alas,
With neither age, so glad to go and
rest

From all Life's storms and troubles,
Nor yet with youth, not yet bound
fast

With Life's strong chains of Love and
Duty—

When Death comes thus and pausing
not to warn or bid us watch,
But swiftly, quickly snatch from our
very gaze

The busiest, brightest, happiest of us
all.

One, whose every thought was joy in
giving.

Happiness in loving and deepest
pleasure found in doing.

Sweet, gentle deeds of thoughtfulness
for all;

When thus relentless Death comes
swiftly in

He finds us bitter unprepared.
Unreconciled he leaves us, and we
wail.

"Oh! cruel Death, how can we bear—
How can we bear?"

But as we cry thus bitterly,
Our hearts rent sore with pain;

When all the future path looks dark
and drear

And scarcely can we see our way
alone.

'Tis then Death turns and smiling bids
us Peace—

God's will, not thine, be done."

"God gives each one of His dear chil-
dren work to do;

So much—no more, no less,
And when 'tis finished, be it soon or
late.

He calls, "Dear child, come—Rest."
So we who still toil on,

Look up and smile and say
With quivering lips and tearful eyes,

"Thy will, not mine, be done."
Then looking back with tender mem-
ories

O'er years of loving, careful labor
done

Of finished tasks, of sweet unselfish
care

Of thoughtful, gracious love for all.
We each take up our own allotted
load

With peaceful heart and smiling lips
we say.

"Not interrupted, Lord—but finished,
and passed on."

No vain regrets shall mar our happy
memories.

No crying, "Death, why didst thou
come?"

But only Peace and Joy;
Go feel 'tis finished, done.

The battle fought—the victory won,
And Peace and Joy and Rest.

MRS. C. W. MITCHELL.

BJORNSON AND THE BIRDS

Bjornson, the Norwegian poet, loved animals. In a lecture delivered by him when abroad he said: "At home in Norway we do not murder any of our song birds. Our children have for years banded themselves together in clubs to protect the birds' nests. But what we gain by this for our fields, gardens and woods is as nothing in comparison with what we gain for the

education of our children in weaning them from cruelty and making them the protectors of the little birds. It teaches them to control their feelings and awakens enthusiasm for worthy causes. Their love of destruction we change to magnanimity. In Norway it is the school that teaches children their duty to song birds, and in the schools they form their societies for bird protection."

Among the lessons to be drawn from the flower festival is the fact that right now is the time to begin to prepare for next year's show. Every home in Sierra Madre ought to have one or more entries at that time. And when planning on what to exhibit don't forget that it is not necessary to go out of town to secure stock. Particular emphasis was laid by Mr. Farnhart, quoted above, upon the excellence as well as the beauty of the exhibit from the Ward nurseries. Others competent to speak with authority have said the same thing. Perhaps it will help you plan your next year's exhibit as well as beautify your home place if you consult with Mr. Ward upon the subject of your needs.

I wish to thank all those who kindly assisted me and extended sympathy during my beloved husband's illness and death; also to Mr. E. N. Mead for his kindness. Mrs. Maggie Miller. Sierra Madre.

SURPASSED ALL EXPECTATIONS

Continued from Page 1

In the artistic arrangement of the various departments and exhibits.

Perhaps the greatest surprise was expressed over the creditable showing of local exhibitors. Just why this should be so is something of a mystery, for certainly local conditions are favorable to flower culture, and especially to roses. Allowance should also be made for the fact that many people who might have made creditable exhibits felt backward because they did not know just what was expected of them. Another year this difficulty will be obviated and the work of the committee in charge will be greatly lightened.

Even the professional exhibits from out of town nurseries did not overshadow the local showing, amateur or professional, except in the line of a few specialties. The exhibit of fruits and vegetables was also an eye-opener for many people.

Jevne's Whole Wheat and Graham Bread

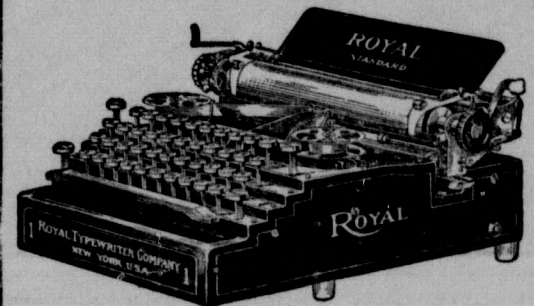
Are now being made from the famous Ralston Whole Wheat and Graham flours—and, if possible, they are improved over their previous exceptional quality. These flours are milled in Topeka, Kansas, most select Kansas hard wheat, and are recognized everywhere as the highest qualities of these kinds of flours on the market. Ask for

JEVNE'S BREAD ROLLS CAKES BUTTER

Sierra Madre Dept. Store

S. R. NORRIS, Proprietor

USED EXTENSIVELY BY THE U. S. GOV'T



THE ROYAL

Standard Typewriter

The simplest, strongest and most practical typewriter made **\$65**

ROYAL TYPEWRITER CO.
Royal Typewriter Bldg. New York

218 Mercantile Place Los Angeles, Cal.

CHICKENS

We have the best strains of White Leghorns and Rhode Island Reds

Day old Chicks \$1.50 per doz., \$10 per 100

Eggs for setting - Leghorns 75c. for 15
R. I. Reds \$1 for 15

We also sell plans for an adjustable Fireless Brooder which is a combination of comfort, cleanliness and convenience. Brooder with directions for making 50c.

A. N. CARTER : Phone Red 20

The Sierra Madre Feed & Fuel Co. will do your express work.

If there is any habit more expensive than that of not advertising it is that of not reading the ads.

PROFESSIONAL CARDS

DR. R. HAMILTON MACKERRAS

PHYSICIAN AND SURGEON

Office Hours. 9-10 a.m., 1-2 p. m., except Sunday. Also by appointment Home Main 53

James A. Madden

ATTORNEY AT LAW

Phone Exchange 2

EARL J. BRENK

Non-Certificated

ARCHITECT

Tuesdays and Fridays, or at any time by appointment. Office with A. S. Mead and J. A. Madden

Pott's Business College

37 E. Union St., Pasadena

Commercial and Stenographic Courses. Seven Expert Teachers. Individual Instruction. CALL AND INSPECT NEW BUILDING

Park Cemetery

For Lots in this Beautiful Sierra Madre foothill cemetery apply to

N. H. HOSMER, Agent

HOTEL SHIRLEY

O. F. BLISS, Prop.

Under new management.

Thoroughly renovated.

Ready for guests

HOTEL SHIRLEY

A. N. Adams

Real Estate, Insurance and Rentals

Storage for Furniture, Pianos, etc.

Automobile Garage

Phone Black 8

MONROVIA STEAM LAUNDRY

Cleaning and Pressing

All Work Guaranteed

First Class

Phone 87 Monrovia for driver

Brief Items of Interest

Miss Boardman is spending the week at Arlington.

E. W. Camp has returned from a business trip to Flagstaff, Arizona.

E. S. Innesly of Los Angeles was a week end guest at the Ulrich home.

King C. Kendle of Holtville was a guest at the home of Mrs. E. M. Tufts Sunday.

Miss Daisy Hawks has gone to San Diego, where she will visit with friends.

E. A. Hoffman left yesterday for Europe, where he will make a prolonged tour.

Miss May Byrne of Pasadena was the week end guest of Mrs. A. E. Bell and daughters.

Mrs. Baker of Los Angeles is a guest this week at the home of her son, C. H. Baker.

Miss Janet Stevenson spent a few days with her friends, Miss Eleanor Coffeen of Pasadena.

Mrs. M. L. Gregory of Los Angeles is spending a few days as the guest of Mrs. A. S. Moore.

The Ancient Priscillas were charmingly entertained at the home of Mrs. John G. Blumer Monday.

Miss Mae Campbell is spending the week in Los Angeles as the guest of Mrs. William Horace Day.

Ralph Criswell of Los Angeles, a former resident of Sierra Madre, came out to attend the flower show.

Burr J. Clark of Sibley, Iowa, who has spent the winter in Sierra Madre, left Tuesday for Phoenix, Arizona.

Mr. and Mrs. W. S. Andrews and Mr. and Mrs. E. W. Andrews are spending the week end in Redondo.

Mrs. Emily McCord, who has been visiting for some time at the Baker home, left Tuesday for San Francisco.

Mr. and Mrs. Max Idler of Cheyenne, Wyoming, were guests of Sierra Madre friends and attended the flower show.

Mr. and Mrs. W. P. Caley and the Misses Caley were dinner guests of Mrs. George Green of South Pasadena on Sunday.

Miss Alverda Stanley, who has been staying at the home of Miss T. H. Graham, has left for the Hollenbeck home, Los Angeles.

J. A. Patterson, C. F. Gray and Billy Gottlieb started for the West Fork Monday to enjoy a couple of weeks of fishing and loafing.

Mr. and Mrs. H. Pieper, who have been residing in the Madden cottage on Grandin Avenue, will leave Monday for their home in Iowa.

Mr. and Mrs. H. I. Hawxhurst were guests of Mr. and Mrs. Robert Martingale of San Francisco at the Alexandria, Los Angeles, this week.

The meeting of the Modern Priscillas which was to have been held yesterday with Mrs. H. I. Hawxhurst as hostess, has been postponed until next Thursday.

Mr. and Mrs. C. H. Baker had as week end guests Mr. and Mrs. S. W. Kaiser, Mrs. Martin Emmert, Mrs. R. A. Baker and daughter and Mr. Shelley Kaiser of Los Angeles.

Edward Pelletier, who has been working on the Los Angeles aqueduct spent the week end at the Nightingale home. He left early in the week for Chicago, where he was called on account of the serious illness of his father.

Las Auxiliadores of Sierra Madre visited the Children's Hospital and Florence Crittenden Home of Los Angeles today, for the purpose of getting better acquainted with the work in which the organization is interested. The ladies were entertained with luncheon at the home.

J. W. Smith of Los Angeles has been in Sierra Madre this week.

Dr. W. R. Pike of Long Beach spent a few days in Sierra Madre this week.

Miss Gertrude Cook is a week end guest of Miss May Flint of Los Angeles.

Carl Barras of Imperial Valley spent Sunday as the guest of Sierra Madre friends.

T. L. Hathorn of Beaumont was calling on old Sierra Madre friends this week.

Mr. and John Watry have returned to Sierra Madre after an absence of several months.

Mrs. Buchanan of Los Angeles was the week end guest of Mr. and Mrs. W. D. Brackett.

Mr. and Mrs. Carl Fishburn of Los Angeles were week end guests of Mr. and Mrs. O. Topham.

Mrs. Paul Adams of Los Angeles was the week end guest of Mr. and Mrs. A. N. Adams.

Miss Luella Curran of Pasadena was the guest of the Misses Caley at the Flower Show Saturday.

Miss Lucile Larkey, who returned last week from Leon, Mexico, is the guest of Miss Hazel Hill.

Mrs. Boehler, who has been visiting her sister, Mrs. A. D. Hawks, has gone to San Francisco for a month.

Mrs. Marie Holahan came up from San Diego to attend the funeral services of Mrs. George H. Letteau.

Mr. and Mrs. Bergien, parents of J. J. Bergien, left Monday for their home in Fond du Lac, Wisconsin.

Mrs. Roland Adams has returned from a fortnight's visit with her parents, Mr. and Mrs. B. F. Rockhold of Riverside.

Dr. and Mrs. H. Haff and Mr. Hainert of Los Angeles were week end guests of Mr. and Mrs. Burton Andrews.

Mrs. Laura Stevenson and Miss Janet Stevenson left Tuesday for La Jolla after spending a fortnight in Sierra Madre.

Miss Dorothy Gresham of Long Beach, Eleanor Coffeen and John Coffeen of Pasadena were week end guests of William Wright.

Mr. Reuben Parker and his son, Frank Parker, left Tuesday for their home in New York after spending the winter in Sierra Madre.

Mr. and Mrs. F. Oswald and daughters will leave tomorrow for their former home in Chicago after spending two years in Sierra Madre.

Mrs. George E. Munger of Chicago arrived in Sierra Madre Wednesday morning, called here by the death of her mother, Mrs. George H. Letteau.

Dr. J. M. Campbell and Dr. William Horace Day of the First Congregational Church of Los Angeles, have gone to the mountains for a fishing trip.

Axel Kehlet left Tuesday for his home in Ludington, Mich. Mrs. Kehlet preceded him a few days. His son, Harold, will remain until the close of the school term.

The Ridgeley Trimmer Co., of Springfield, Ohio, which has branch houses in Europe, has taken up the manufacture and sale of J. D. Tucker's patent straining cloth holder in a royalty basis.

George Miller passed away Sunday morning at his home on Highland Ave., after a lingering illness extending over several years. He had been growing steadily weaker so the end was not unexpected. He was formerly a resident of Monrovia where funeral services were held on Tuesday. He is survived only by his wife, Mrs. Maggie Miller.

Irving N. Ward Nurseries

Mountain Trail and Laurel Phone Blue 29

Watchmaker and Jeweler

Watches, clocks and talking machines promptly repaired in your own city. All work guaranteed. Low prices on jewelry.

Frank Fraiberg

Black 40

Cypress Court

No Smart No Blister No Poison

Do not suffer with corns or bunions! Tired and sore feet instantly relieved and cured with

Fuller's 20th Century Liniment

Positively Guaranteed to Cure or your money refunded by

M. Olsen, The Shoe Man

Imported Linen Suitings

For a good wearing and washing costume or skirt for summer wear, linen is the fabric that will give you satisfaction. In our large stock it will be easy to choose a style that will please

Herman R. Hertel

Raymond and Union

Pasadena

The Safest Man

The safest man is the man who has a bank account.

When you establish yourself with a good bank you feel secure and your mind is at rest. Try it today.

First National Bank

Sierra Madre — California

SIERRA MADRE NEWS

By George B. Morgridge.

Published Every Friday
Subscription Price, \$1.50 per Year.Entered as second class matter at
the post office at Sierra Madre, California.

FRIDAY, APRIL 28, 1911

MORE ABOUT TAXATION

Anyone wishing some highly interesting information in regard to methods of taxation and their results should read the article entitled "Taxes Two Sides of the Line," by Albert Jay Nock in the May American Magazine. That article alone is worth the price of the magazine. In it the author contrasts the methods and effects of taxation in Oregon, Washington and British Columbia.

Now do not think the subject of taxation makes dry reading. This article is far from dry. Nor does it find everything as it should be across the line, though immeasurably superior to the American plan. For instance British Columbia has the poll tax which costs a man three dollars a year for being alive, provided he does not succeed in dodging the assessor. There is also a business tax under which merchants are assessed for the invoice value of their stocks, as well as according to the amount of floor space occupied. These are of course charged against operating expenses as are all license taxes, and paid by the consumer many times over.

But the great superiority of the British Columbia tax system is in its method of putting a premium on improvement and industry and putting a burden on idleness and speculation. Unimproved land is taxed at eight times the rate on improved land. Assessments are made at actual value, which is another vast advantage in securing a just distribution. Idleness and speculation are taxed in other ways. As Mr. Nock says:

"You can't have your cake and eat it at the same time. If your tax policy is built to encourage idleness and speculation it can't encourage industry and production. . . . British Columbia taxes an idle mine at a hundred per cent higher rate than a working mine. If you shut down your mine your tax rate doubles."

The city of Vancouver has now carried out the policy of the land tax to its logical conclusion. All its income is derived from the revenue on land values. Quoting again from Mr. Nock:

"Fifteen years ago Vancouver wanted to encourage building and decided that the best way to do it was to stop fining and penalizing the persons who proposed to build. So the city authorities decided to lighten the tax on improvements.

"Vancouver did not exempt improvements all at once. Vancouver is cautious. It is a strong center of Scotch Protestantism. . . . These cautious Scots began by assessing Vancouver land at full value and improvements at 75 per cent. They waited a few years until natural equilibrium had been restored, and then reduced improvements to 50 per cent. Then in

three or four years a further reduction to 25 per cent; and finally, last March, improvements slid out into full exemption, leaving the rate undisturbed—22 mills on the dollar—and the base of taxation uncontracted. The transition was made without the slightest disturbance of any kind and everybody is satisfied and happy."

Does it work? Ask anyone who has been there. They will tell you Vancouver is the fastest growing city on the Pacific coast. Ask the immigration authorities how many Americans are flocking across the border from the United States, building up the Canadian country with sturdy American citizenship and substantial American dollars.

Oregon and Washington have plenty of vacant land and equal natural opportunities. But practically all this land is held at prohibitive prices for speculation which does not pay across the border.

But suppose a man purchases idle farm land or vacant business property on the American side at speculative prices. As soon as he cultivates or improves his land he is penalized for his enterprise. Suppose he buys idle land just across the line. As soon as he cultivates his land or builds upon it his tax rate comes down as a reward for his industry. The reward is the same in principle over there whether the land is improved by cultivation, by home building or by business enterprise. Isn't that fair?

BRAVERY.

Then to side with Truth is noble
when we share her wretched
crust,

Ere her cause bring fame and
profit and 'tis prosperous to
be just;

Then it is the brave man
chooses, while the coward
stands aside,

Doubting in his abject spirit till
his Lord is crucified.

—James Russell Lowell.

PATRIOTISM.

In ceasing to remember their martyrs the Greeks became corrupt and in their corruption found their grave. That our country might escape a like fate I would advocate the observance in our churches and in our homes of Lincoln's and Washington's birthdays as sacredly and as conscientiously as our religious festivals are observed. Had I the power I would ordain that the period intervening between the first and last of these days be set aside in our schools and churches, in our political and civic clubs, in our fraternal and literary organizations, for a review of our nation's rise and growth, for a comparison between it and other nations, for a consideration of whatever dangers may threaten the commonwealth and of the means to be employed in overcoming them, to the end that the nation might thus annually experience a revival of patriotism. — Rabbi Krauskopf.

The News Printery does good
printing.

While They Last!

We are presenting to each purchaser of a jar of Pompeian Massage Cream, a famous "Pompeian Beauty" art picture. Pompeian is a standard face cream and the picture is unusually expensive :-

The number is limited, so don't be too late to avail yourself of this opportunity :- :- :-

Sierra Madre Pharmacy

Phone Black 25

F. H. Hartman, Prop.

DO YOU KODAK?

Not unless you have an Eastman. Amateur photography is standardized on an Eastman Basis. That shows whose goods are best.

We carry in stock: Edison and Victor Talking Machines and Records, Pianos and Sheet Music.

DOUCET'S

Phone 75

22 N. Baldwin

\$10.00 WORTH

of Bank Credit Checks

- will be given -

FREE

for every new subscription to the NEWS for one year, cash in advance. :: :: Here is a chance for the boys and girls to start a bank account and keep it growing. This offer is equivalent to a liberal cash commission on subscriptions.

NOW is the time to get busy

Are Your Pie Crusts Crisp and Flaky?



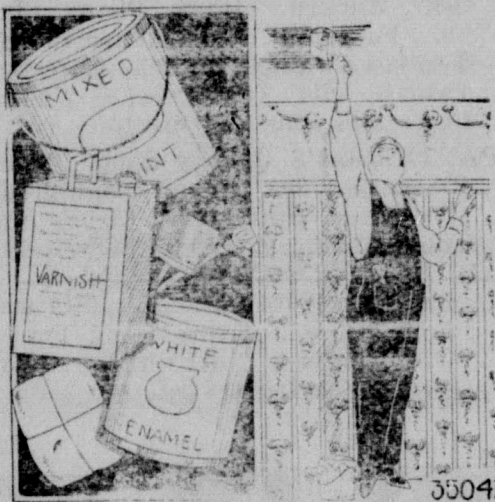
Such a crust depends on the lard. Pure, properly refined lard, makes the best pastry.

Swift's Silver-Leaf Lard is absolutely pure, and properly refined.

In 3, 5, and 10 pound tins, 18 cents per pound.

We also have everything in Fresh and Smoked Meats and all kinds of Chickens at lowest market prices. All meats Government Inspected.

S. M. Central Market



Distributing Good Paints and Varnishes

is our business. This is a very good time to "brighten up" a bit. Our paints are the ones to use if you want your work to look well and to be satisfactory. You may need some

Painters' Supplies

such as brushes, lead, thinner, putty, etc. If so, we can sell you the best and they won't cost you any more than inferior grades would

Joseph J. Bergien

Furniture and Furnishings
West Central Phone Blue 68

Have you any moonstones, jaspers or other pretty pebbles? I cut, polish and set stones, making a specialty of scarf pins, brooches and rings.

DWIGHT THORNBURG

Black 33 57 West Palm

News want ads bring good returns.

"THE FLOWER FESTIVAL"

Augurs a Brighter Future for Sierra Madre

The glorious success of this fair last week has perhaps caused me to slacken the reins of imagination and indulge in what some may term "castle building" regarding the future of this town. But as it has been said, some one must dream before others will act, and that the ideal in life is always preceded by the visionary, we will trust that the drawing of this picture may not be termed a weakness.

The glorious achievement, wrought through this fair, ought to make the rainbow of hope shine out the brighter, for the future of this town, and should serve as a stimulus to even greater attainments.

The unity of sentiment was most strikingly illustrated by the ladies of the Sierra Madre Woman's Club and the gentlemen, too, through their wisdom and endurance, proved most efficient factors in making this memorable occasion a most profitable and charming event. The spirit of helpfulness seemed rife, each citizen of the town vying with one another to contribute to its success. Among the many participants and contributors was a display of talent and taste most deservedly worthy of mention, but space will only permit of brief recognition here. The great wealth of rare and beautiful flowers contributed by Irving M. Ward convinced those in attendance that this gentleman has the power to charm mankind through his flowers, as well as through the artist's brush.

The pleasing courtesies extended by Monrovia and Pasadena contributed richly in making the festival and floral parade a pleasing success. This event must have demonstrated the power of music's magic, but it was not difficult to account for the potency of this power when we listened to the singing of Mrs. Hawxhurst and a number of others there. Greatly enriched do we feel is our town, through the organization termed the Woman's Club, for it seems to possess the power of eliciting the best from each member. It is said we grow and unfold through aspiration. This conceded, any organization that will aid to build loftier aspirations, higher ambitions and grander conceptions of life, must be a desirable acquisition to a town.

The realist, we hope, will not deem this a dream, when we predict even a larger realization from this club.

A rich fruition we believe must be realized, not in the "beyond," when compensation is promised, for every sacrifice and every effort for good, but in the present and future of the little town of Sierra Madre.

GEORGIA B. EDDY.

JEWS IN RUSSIA.

As Christianity, not Judaism, is on trial in Russia's treatment of her Jewish residents, so the United States and not the Jewish citizens of the United States is insulted in the refusal of the Russian government to honor the United States passports. Whether I am ever to see Russia is of no consequence. But whether the United States government shall submit to further slight is the point in issue. If a former member of the president's cabinet and later American ambassador at Constantinople cannot travel in Russia on the strength of his American passport it is plain that the self respect and the dignity of our nation have been made light of. —Rabbi E. G. Hirsch.

The Public was Pleased with the Flower Festival

But no better than it has been with the Hawks' Addition, Valley View, and Sierra Madre Park Tracts :: :: The proof of the pudding is in the eating.

A. S. MEAD

Real Estate - Loans Insurance

REDUCED FARES EAST

For the season of 1911 special occasion excursion tickets will be sold to many Eastern Points at greatly reduced fares.

SOME SALE DATES

May 16, 17, 18, 19, 22, 23, 24, 25, 27, 28, 29.
June 5, 6, 7, 8, 9, 10, 14, 15, 16, 28, 29, 30.
July 1, 2, 3, 4, 5, 6, 19, 20, 26, 27, 28.
Aug. 3, 4, 5, 14, 15, 16, 17, 21, 23, 28, 29, 30.
Sept. 1, 2, 3, 4, 6, 7.

SOME FARES

Denver, Colorado Springs, Pueblo	-	\$55.00
Omaha, Kansas City, Dallas, Houston	-	60.00
St. Louis, Memphis, New Orleans	-	70.00
Chicago	-	72.50
Minneapolis, St. Paul	-	73.50

Proportionately low fares to many other points.

All tickets limited to Oct. 31, 1911, final return limit.

Make arrangements for your summer trip now.

For full particulars concerning fares, stopovers, routes, additional sale dates, etc., address or call on any agent of the

Southern Pacific

148 East Colorado St. Pasadena, California

F. C. LATHROP, Com'l. Agent
Main 22

H. P. MONAHAN, Agent
Home 211

NEWS ADVERTISING PAYS—WE CAN PROVE IT

CLASSIFIED COLUMN

Advertising inserted under this heading at the rate of five cents per line for each insertion.

FOR SALE

FOR SALE—Cheap, Jersey heifer, second house west of Baldwin on Highland. Phone Black 90. 30*

FOR SALE—A very desirable, modern 5-room house, all furnished, in good residence district; lot 50x150. Half cash, rest on time. Apply to M. C. Brandt, Mt. Trail Ave 26-tf

FOR SALE—New, modern bungalow, 5 rooms, plastered, beam ceilings, east front. 20 large orange trees on lot. Call at 377 N. Lima. 22-tf

WANTED

WANTED—Young lady with a portion of her time free would like good home in Sierra Madre where her services will pay for room and board. Inquire at News office. 30

TO LOAN.

TO LOAN—Money in amounts up to \$5000. A. S. Mead.

TUCKER'S NEW PAINT SHOP

Tucker's new carriage painting shop is now open for business. Bring your buggies, wagons, autos, etc., along for re-painting. All kinds of signs, gilding, graining, etc. House painting and interior decorating as usual. Glazing and glass cutting. Storage room for rent for a few rigs or autos. Central Avenue, next to Postoffice. Residence phone Green 80. 26*

HOW TO KEEP HAIR IN CURL.

One Woman's Way, by Which She Can Defy Fog, Mist and Rain.

Most women agree with the ancients in thinking that those whom the gods love have curly hair, and it is perhaps because they want to seem to be favorites of the gods that so many women curl their hair artificially. The fog, the mist and the rain are then looked upon as the evil geni of nature. The women who have found a way to combat these unkind influences by keeping their hair in curl even during damp, humid weather are frequently regarded with envy. Yet to do so, says a woman whose naturally straight locks never come out of curl, is a simple matter.

This woman keeps on her dressing table in an air tight jar the white of an egg, diluted with water to three times its bulk. Then at night, preparatory to curling, she passes a comb saturated with this mixture through its length.

As soon as this is done each strand is twisted tightly like a cord and wrapped around a curling kid.

How to Clean Bamboo.

Now that bamboo furniture is used so universally a suggestion about cleaning it may not go unnoticed. This cleansing should be done with soap and warm water to which salt has been added. And the mixture must be put on with a brush and then wiped off with clean rags until the article is dry and glistens. Ordinary laundry soap will remove the natural gloss of the wood and leave it dull if salt is not added.

How to Clean With Gasoline.

If you do not want to make rings on material cleaned with gasoline, naphtha or other cleansing fluids, put blotting paper underneath or hold the fabric rather tightly over a thick Turkish towel or folded pads of cheesecloth or other soft material. If this is neglected the dirty fluid soaks into the material, fails to be absorbed and spreads badly.

DELINQUENT NOTICE

Sierra Madre Water Company—Location of Principal Place of Business, City of Sierra Madre, County of Los Angeles, State of California.

Notice is hereby given that there is delinquent on the following described stock on account of the assessment levied on the 13th day of March, 1911, the several amounts set opposite the names of the respective shareholders, as follows:

	No.	No.	
	Cert.	Shares	Amt.
Kate E. H. Brewster.....	2345	2.	\$.40
Lena A. Carroll.....	2658	2.	.40
Lucretia M. Carter,			
pledgee for E. F. and			
M. S. Johnson.....	2169	5.	1.
A. B. Chapman.....	101		
".....	445	3.60	.72
Evelyn Chapman.....	582	3.36	.67
E. B. Clark.....	1599	1.50	.30
Ida B. Eber.....	2237	1.	.20
W. B. Dracket.....	2433	4.	.80
Nellie B. Ferguson.....	2514	4.	.80
Marcia Gilmore.....	1490	2.	.40
Gertrude Gelb.....	2069	4.	.80
Caroline S. Garhardy.....	2174	3.50	.70
Anna L. Goodyear.....	1335	1.50	.30
Mary B. Hoffman.....	1594		
".....	2012	25.	5.
Wester Harris.....	2526	1.25	.25
W. J. Hyatt, Sr.....	2589	1.	.20
Home Laughlin.....	1748		
".....	2048	30.	6.
L. Leopardi.....	2280	1.	.20
Lucy A. Lovell.....	2419	1.25	.25
W. H. McDougall.....	1441	4.	.80
A. W. Miller.....	1228		
".....	1259		
".....	1327	4.98	1.
Elizabeth Miller.....	2374	1.	.20
Eliza M. Miller.....	2528	2.25	.45
Lucy A. Miller.....	1058		
".....	1745		
".....	1840	5.	1.
J. D. Morgan.....	2312	8.	1.60
Mrs. E. L. Myers.....	1121	8.	1.60
E. Harriett Newell.....	2318	2.	.40
Julia S. Nichols.....	2523	1.50	.30
J. H. Parsons.....	2072	3.	.60
Sarah A. Parsons.....	2047	1.	.20
J. J. Penney.....	2146	1.	.20
Ida F. Potter and S.			
Caroline Collins.....	2001	34.04	6.81
A. C. Putz.....	2584	1.	.20
Fohn Roth.....	1715	1.04	.21
Florence O. Rowley.....	2429	.27	.05
M. T. Russell.....	1649	2.24	.45
Caroline E. Sanders.....	1470	1.50	.30
Kinji Sato.....	2471	2.	.40
Jas. M. Smith.....	1815	4.	.80
L. Stolp.....	1436		
".....	1440		
".....	1541	5.50	1.10
B. F. Thomas.....	2513	1.25	.25
E. E. Vale.....	2531	.50	.10
R. A. Vale.....	1396	1.	.20
Ida E. Warfield.....	1367	2.	.40
John B. Wellman.....	1908	2.	.40
Susan K. Wilson.....	1707	1.50	.30
W. W. Wilson.....	2500	5.	1.

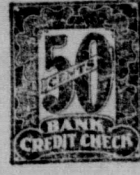
And in accordance with the law and the order of the Board of Directors, made on the 13th day of March, 1911, so many shares of each parcel of such stock as may be necessary, will be sold at the office of the Secretary, Room J, Kersting Court, in the City of Sierra Madre, Cal., on the 2nd day of May, 1911, at the hour of 3 o'clock p. m., of such day, to pay the delinquent assessment thereon, together with costs of advertising and expense of sales.

C. H. PERRY,

Secretary of Sierra Madre Water Company.

Location of office of the company: The office whereat the secretary and treasurer conduct the business of the corporation, Room "J" Kersting Court, in the City of Sierra Madre, County of Los Angeles, State of California.

We sell grass seed and lawn fertilizer. Sierra Madre Feed & Fuel Co.



THE INDEPENDENT MAN OR WOMAN

Is the one with a Bank Account

Get Bank Credit Checks

with all your cash purchases of family and household supplies and have a **BANK ACCOUNT OF YOUR OWN.** Bank Credit Checks represent a **PROFIT ON WHAT YOU SPEND**—represent in a bank account 3 per cent of your daily expenses.

The following enterprising merchants of Sierra Madre have placed 3 per cent of what your cash purchases will amount to in the First National Bank for the redemption of your Bank Credit Checks in a bank account. In addition to giving you good service and good goods at the lowest market prices, Bank Credit Checks are the system of profit-sharing and inducement these merchants have of getting and keeping your patronage.

ALWAYS ASK FOR BANK CREDIT CHECKS WITH EACH CASH PURCHASE

O. K. CASH DEPARTMENT STORE, Oswald Kehlet, Prop. Next door to First Nat. Bank. Dry Goods, Notions, Hats, Shoes, Men's Furnishings, Etc. Complete line of Staple and Fancy Groceries. "Quick Sales and Small Profits" our motto.

SIERRA MADRE CENTRAL MARKET CO. Phone Black 6. Fresh and Salt Meats.

CLARK & GRAHAM, Central Ave. Home Red 26. Hardware and Plumbing. Builders' Hardware, Granite and Tinware, Stoves, Paints and Oils, Cordage, Pipe, Fittings and Tinning. Repair work a specialty.

SIERRA MADRE NEWS. Checks given on prompt subscription payments.

SIERRA MADRE HARDWARE CO. Phone Black 46. Hardware and Plumbing, Stoves, Builders' Hardware, Granite and Tinware, Paints and Oils, Cordage, Pipe, Fittings and Tinning. Repair work a specialty.

JOSEPH J. BERGIEN, Central Ave., near Auburn. Home Phone Blue 68. Furniture, House Furnishings, Tents, Awnings, Porch Curtains, Paints, Oils, Glass, etc. Undertaker and Funeral Director.

PATTERSON'S Quality Shop. Phone Black 38. Ice Cream, High-grade Chocolates, Stationery, Cigars and Tobacco.

ANDREW OLSEN, office and salesroom opposite P. E. Station. Phone Red 85. Express and Transfer. Baggage delivered. Hay, Grain, Wood and Coal.



"Greatest Electric Railway System in the World"

THE PACIFIC ELECTRIC RAILWAY

THERE IS ONLY ONE WAY

To Reach the Principal Cities and Towns, Mountain and Seashore Resorts of Southern California

Information and literature regarding the great Mt. Lowe trip, beach resorts and other points of local interest from local agents, or Passenger Dept., Room 296 Pacific Electric Bldg., Los Angeles, Cal

BETTER POLITICS.

Something can be done by good laws, more can be done by honest administration of the laws, but most of all can be done by frowning resolutely on the preachers of vague discontent. In our political and social life alike, in order permanently to succeed, we must base our conduct on the Decalogue and the Golden Rule. Quick remedies of the universal cure-all type are generally as noxious to the body politic as to the body corporal. We must do our duty by the state. We must frown down dishonesty and corruption and war for honesty and righteousness.—Theodore Roosevelt.

CONTENTMENT.

Contentment furnishes constant joy; much covetousness, constant grief. To the contented even poverty is joy. To the discontented even wealth is a vexation.—From the Chinese.

Fear not for the future, weep not for the past.—Shelley.

I have learned in whatever state I am therewith to be content.—St. Paul.

Learn this from me, when thy lot doth fall, Short lot or not, to be content with all.

—Robert Herrick.

BEAUTY AND FAITH.

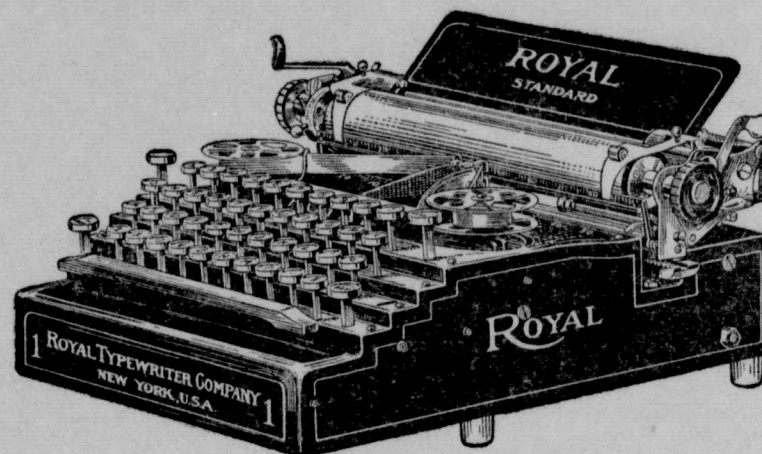
One of the noblest words in the English language is "faith"—not the faith of the makers of creeds nor the signers of creeds, but a bigger faith by far than this; not faith in a pope nor a priest nor a preacher; not faith in a book nor a church nor a man, but faith in the infinite God and in the utter reasonableness of the universe; a faith that can face the contradictions of life, its injustices, its tyrannies, its vices arrayed in purple and its virtues clothed in rags—and still believe that God is good; the sort of faith that, looking back over years of blasted hopes, can still face the future bravely and with a dauntless spirit.—Rev. Robert Goldsmith.

DO IT NOW.

Lose this day loitering, 'twill be the same story
Tomorrow, and the next more dilatory;
For indecision brings its own delays,
And days are lost lamenting o'er lost days.
Are you in earnest? Seize this very minute!
What you can do or think you can, begin it;
Boldness has genius, power and magic in it!
Only engage, and then the mind grows heated;
Begin it, and the work will be completed.

—Goethe.

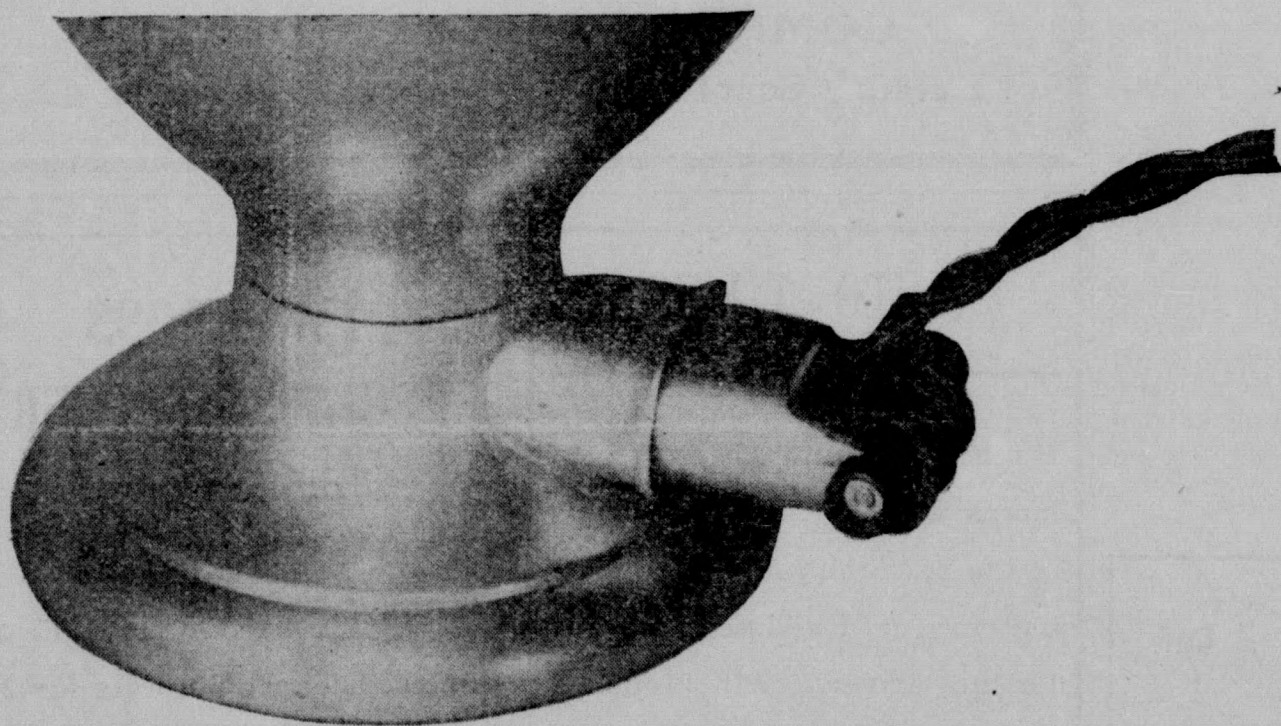
Used Extensively
by the
U. S. GOV'T



THE ROYAL
STANDARD TYPEWRITER
The Simplest, Strongest and Most Practical Typewriter Made
PRICE, \$65.00

ROYAL TYPEWRITER CO.
Royal Typewriter Building New York, N. Y.
218 Mercantile Place, Los Angeles

THIS IS THE BASE



OF OUR

ELECTRIC
SURPRISE

Watch It Grow Next Week

Southern California Edison Co.

119 E. Olive Street, Monrovia

Phone Main 6

Have you seen the postal card pictures of the Flower Festival Parade?

5c each at

Patterson's

REYNOLDS & BERGIEN

UNDERTAKERS

Lady Attendant Cremating

Auto Ambulance

Phone Blue 68 West Central Ave.

Established in Sierra Madre 1888

J. D. TUCKER

Professional and Practical
House Painter, Art Decorator, Etc.
Sierra Madre, Cal.
ALL KINDS OF SIGN PAINTING.



Chick, Chick, Chick

Now is the time to buy feed for the little chicks. We have Coulson's Special, as well as Growing Chick Feed.

We also keep all kinds of Poultry Supplies and Remedies.

Hay, Grain, Coal and Wood.

TRANSFER AND EXPRESS

**Sierra Madre
Feed and Fuel Company**

J. C. WHYTE, Manager

AT THE THEATERS

Belasco

Marjorie Rambeau, unquestionably one of the most popular leading women who has ever appeared with a local stock company, will make her reappearance with Lewis S. Stone and the Belasco theater company Monday night when William Danforth's new play of the northwest country, "Nan o' the North," will be given its first production on any stage at the Belasco theater, under the personal stage direction of William Bernard.

The presentation of this new play and the return of Miss Rambeau to the Belasco stage affords one of the most interesting and important events of the current season and from present indications a brilliant audience of capacity proportions will witness the opening Monday night.

"Nan o' the North" is a new play in four acts with its scenes all laid in a remote valley of the Cascade mountains in Washington, adjacent to a very new railroad line in process of construction in the late 90's.

As Nan, Marjorie Rambeau will have what appears to be the very best part that she has ever enjoyed with the Belasco company, for it allows her unlimited opportunity for fine and effective acting, while Lewis S. Stone should be seen to exceptional advantage as the young Dr. David Kingdon.

Scenically the play will reveal the most picturesque series of stage settings that have occupied the Belasco stage since the days of "The Girl of the Golden West," and the production throughout will be on an unusually large scale.

Burbank

"Paid in Full," the famous American drama which was played three weeks at the Burbank theater last summer to about the biggest business in the history of the house, will be revived next week. This is in response to a great number of requests which have been received from time to time ever since the previous production.

It will be an almost entirely new cast from the "Paid in Full" of last season. Frank Camp will be Joe Brooks; David Landau, Jimsy; David Hartford, Capt. Williams; Charles Ruggles, Sato; Ida Adair, Emma; Florence Oberle, Mrs. Harris and Suzanne Willa, Beth. These assignments are regarded by the Burbank management as ideal.

An interesting feature of "Paid in Full" will be the first appearance of the work of the new scenic artist, Robert Brunton, who will have opportunities in the pictures of the Harlem flat, the luxurious hotel, and the sea captain's "cabin," for unique and artistic effects.

LOW AND HIGH.

That low man seeks a little thing to do,
Sees it and does it;
This high man, with a great thing to pursue,
Dies ere he knows it.
That low man goes on adding one to one,
His hundred's soon hit;
This high man, aiming at a million,
Misses an unit.
That has the world here, should he need the next,
Let the world mind him!
This throws himself on God, and unperplexed
Seeking shall find him.
—Robert Browning.

Fresh Groceries

Beech Nut Jellies, made from the pure fruits

" " Peanut Butter

" " Figs Preserved in Syrup

Maple Grove Creamery Butter } sanitary
Bradford's Bread } packages

Fresh Fruits and Vegetables Daily

Post Office Grocery

Betts & Welsher

Phone Black 6

Baldwin and Central

COOK WITH GAS

**SOUTHERN COUNTIES GAS
COMPANY OF CALIFORNIA**

Kersting Court

Green 42

AUTO TIRES

Pumps, wind shields, oils, lamps, and all the other needs of the machine can be found at our garage. Full line of toggery for the driver. All kinds of sporting goods

A. L. RYDER

160 EAST COLORADO ST.

PASADENA

REAL WORTH.

Charity and personal force are the only investments worth anything.—Walt Whitman.

TWYXCROSS SPECIAL DELIVERY

Trunks

taken to or from Santa Fe or Pacific Electric Stations for 25c When you are expecting any

Express or Freight

send us a postal or call up Green 2 or Residence Black 11 We will watch for it and deliver it promptly.

Office opposite Post Office